

# KENTUCKY VIRTUAL UNIVERSITY LOGO STANDARDS



## OVERVIEW

These graphic standards apply to Kentucky Virtual University, Kentucky Virtual Library, Virtual Adult Education, and Kentucky Virtual High School. The identity is comprised of three core components: the logo, colors and typeface. Specifications for each of these identity components, their various elements and alternative uses are described in the following pages.

Care should be taken to ensure that the correct specifications and versions are used.

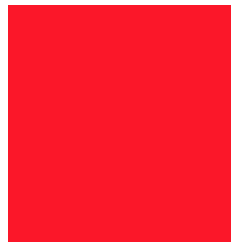
### Logos



### Colors

Corporate red

PMS 185



Corporate blue

PMS 273



### Typefaces

Futura Condensed

Abcdefg

Futura Regular

Abcdefg

These graphic standards apply to Kentucky Virtual University, Kentucky Virtual Library, Virtual Adult Education, and Kentucky Virtual High School.

## LOGO STANDARDS

The Kentucky Virtual University logo has two core elements: the symbol and the logotype.

### The symbol

The letters KYVU form a cohesive symbol in red and blue. At first glance it can be read "KVU," but a closer look reveals the "Y" between the "K" and the "V". This technique makes the symbol interesting and memorable. Both interpretations translate easily to Kentucky Virtual University.

### The logotype

The typographic rendition of the complete communicative name Kentucky Virtual University forms the logotype. It is typeset in a fixed configuration in Futura. Under no circumstances should it be used on its own or in any configuration other than those specified.



These graphic standards apply to Kentucky Virtual University, Kentucky Virtual Library, Virtual Adult Education, and Kentucky Virtual High School.

# LOGO STANDARDS

## Area of Isolation

The logo should always be surrounded by a predetermined area of clear space. This space, known as the area of isolation, provides breathing space for the logo, ensuring that other visual elements do not overpower it.

No text or graphic elements should be placed within the area of isolation. As a general rule of thumb, this area should be increased, where possible, to allow for enhanced emphasis of logos.

## Constructing the area of isolation

The area of isolation is based on a proportional unit of measurement relative to the logo, allowing for a consistent area of isolation at any size. The unit of measure is the width of the letterstroke "K" in the symbol, from left to right, at the size chosen for reproduction.

As indicated in the illustrations, this unit of measurement is used to construct the area of isolation on all four sides of the logo. This principle applies to any version of the logo. The area of isolation is always measured from the outermost point of the logo on all sides.

The area of isolation of the logo is individually constructed, relative to the logo's proportions. Because of this, areas of isolation are not interchangeable from one logo to another.



The unit of measure is the width of the letterstroke "K" in the symbol, from left to right, at the size chosen for reproduction.

This is the closest point that text and graphics can be placed above a signature



This is the closest point that text and graphics can be placed to the left of a signature.

This is the closest point that text and graphics can be placed to the right of a signature.

This is the closest point that text and graphics can be placed below a signature.

These graphic standards apply to Kentucky Virtual University, Kentucky Virtual Library, Virtual Adult Education, and Kentucky Virtual High School.

## LOGO STANDARDS



### Red color specifications

Pantone	185
Four-color process	C 00.0% M 100.0% Y 91.0% K 00.0%

### Blue color specifications

Pantone	273
Four-color process	C 00.0% M 100.0% Y 91.0% K 00.0%



Blue half-tone screen



Black half-tone screen



Positive



Negative

## Primary Palette

The primary palette, described on this page, consists of the colors used when reproducing the logo. The primary colors are red and blue. Color specifications for rendering red and blue in various media are provided below.

When printing using custom-mixed inks, in lieu of the colors specified, use the PANTONE\*\* colors indicated.

\*PANTONE® is a registered trademark of Pantone, Inc.

## One Color Usage

### On white background

Logo should appear in blue or black. The “V” in KYVU should appear as a half-tone, screened back 50%.

### On colored background

When possible, the background color should be chosen from the primary palette. The logo can appear as a positive or negative (reverse) image. Use the one that offers the best legibility against the background.

These graphic standards apply to Kentucky Virtual University, Kentucky Virtual Library, Virtual Adult Education, and Kentucky Virtual High School.

# LOGO STANDARDS

## Logo formats

There are three approved combinations of the symbol and logotype. The primary logo should be used whenever possible.

Use the combination that best fits the design of your new item, or the available space in an existing item.



Primary



Horizontal

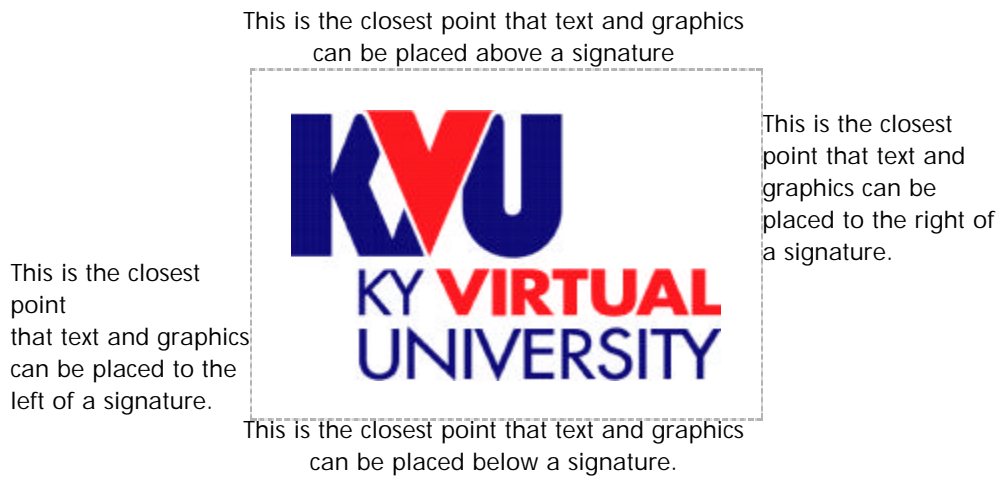


Extreme horizontal

These graphic standards apply to Kentucky Virtual University, Kentucky Virtual Library, Virtual Adult Education, and Kentucky Virtual High School.

# LOGO STANDARDS

## Alignment Principles



Use the area of isolation (see page 3) to help apply alignment principles.